

# FIVE KEY STRATEGY QUESTIONS CANVAS

Designed for:

Date:

Version:

<b>BROAD ASPIRATIONS</b> What are your broad aspirations for your organisation and the concrete goals against which you should measure your progress?	<b>WHERE WE PLAY</b> Across the potential field available to you, where will you choose to play and not play?	<b>HOW WE WIN</b> In your chosen place to play, how will you choose to win against the competitors there?	<b>KEY CAPABILITIES</b> What capabilities are necessary to build and maintain to win in your chosen manner?	<b>MANAGEMENT SYSTEMS</b> What management systems are necessary to operate to build and maintain the key capabilities?
ASPIRATIONS	PLAY	COMPETITORS	BUILD	BUILD
CONCRETE GOALS	NOT PLAY	HOW YOU WILL WIN	MAINTAIN	MAINTAIN

